

ORDER



Orders
Order / Rev: 336199
Alt Order #: 06825365
Product Desc: DEAN HELLER
Estimate:
Flight Dates: 06/20/12 - 06/26/12
Original Date / Rev: 06/18/12 / 06/18/12
Order Type: GENERAL

KTNV - Las Vegas

Primary AE: Anjanette Brady
Sales Office: PPH
Sales Region: NAT

Agency Name: Strategic Media Services
Buying Contact:
Billing Contact:
 3299 K Street NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heller/R/Senate
Demographic: A35+
Product Codes: PL State Senate
Priority: P-05
Revenue Codes: AGY-TRANS, POL CAND, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/24/12	9	\$3,900.00	\$3,315.00
06/25/12	06/26/12	8	\$4,000.00	\$3,400.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	9	\$3,900.00	\$3,315.00	0.00
July 2012	8	\$4,000.00	\$3,400.00	0.00
Totals	17	\$7,900.00	\$6,715.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KTNV - Las Vegas	14%	\$7,900.00
Market	100%	\$56,428.57

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	38%	\$21,442.86
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	28%	\$15,800.00
KTUD	0%	\$0.00
KVMY	0%	\$0.00
KVVU	20%	\$11,285.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	06/20/12	06/22/12	M-F 6-7am Action News	CM	M-F 6-7a	--WTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	--WTF--		2				\$400.00			0.00		
E 2	KTNV	06/25/12	06/26/12	M-F 6-7am Action News	CM	M-F 6-7a	MT-----	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		2				\$400.00			0.00		
E 3	KTNV	06/20/12	06/22/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	--WTF--	:30	2	\$400.00	P-01	0.00	NM	2	\$800.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	--WTF--		2				\$400.00			0.00		
E 4	KTNV	06/25/12	06/26/12	M-F 7-9a Good Morning America	CM	M-F 7-9a	MT-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
GOOD MORNING AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		1				\$400.00			0.00		
E 5	KTNV	06/20/12	06/22/12	M-F 11-12p Action News	CM	M-F 11-12p	--WTF--	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	--WTF--		1				\$350.00			0.00		
E 6	KTNV	06/25/12	06/26/12	M-F 11-12p Action News	CM	M-F 11-12p	MT-----	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
MIDDAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		1				\$350.00			0.00		
E 7	KTNV	06/20/12	06/22/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	--WTF--	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	--WTF--		1				\$400.00			0.00		
E 8	KTNV	06/25/12	06/26/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p	MT-----	:30	1	\$400.00	P-01	0.00	NM	1	\$400.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		1				\$400.00			0.00		
E 9	KTNV	06/20/12	06/22/12	M-F 6-7p Action News	CM	M-F 6-7p	--WTF--	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	--WTF--		2				\$600.00			0.00		
E 10	KTNV	06/25/12	06/26/12	M-F 6-7p Action News	CM	M-F 6-7p	MT-----	:30	2	\$600.00	P-01	0.00	NM	2	\$1,200.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		2				\$600.00			0.00		
E 11	KTNV	06/25/12	06/26/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	MT-----	:30	1	\$850.00	P-01	0.00	NM	1	\$850.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/25/12	07/01/12	MT-----		1				\$850.00			0.00		
E 12	KTNV	06/24/12	06/24/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$350.00	P-01	0.00	NM	1	\$350.00
SUNDAY 6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		06/18/12	06/24/12	-----S		1				\$350.00			0.00		
Totals													17	\$7,900.00	